

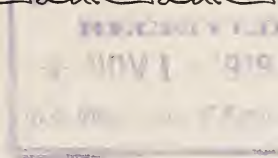
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1898?



**Nichols & Treacle's**  
*Chicago, Ill.*  
**Fancy**  
**Paper-Shell Pecan**  
**Orchards.**



LIBBY & SHERWOOD PRINTING CO., CHICAGO

**NICHOLS & TREAKLE,**

119 LaSalle Street, CHICAGO, ILL.

OWNERS OF THE

**HIGHLAND COLONIES,**MADISON COUNTY,  
MISSISSIPPI.**NURSEYMEN AND ORCHARD PLANTERS**

We are propagators, planters and cultivators of orchard trees. The planting and cultivation of orchards for non-residents is our specialty. We have been instrumental in the successful planting and bringing into maturity a large acreage of fruit and nut orchards, both on the Pacific Coast and in the Mississippi Valley. Although we are planting many acres of peaches, pears, plums, pecans, etc., for people who have purchased land in our Highland Colonies, and who expect in the course of a year or so to go there and make it their home, yet for that very much larger number who are only seeking an investment, but never intend to live there, we recommend the purchase of cheap lands for rental, or above all things else an orchard of pecans. In the growing of pecans, there is practically *no risk*. During a number of years we have been making a close study of the large "paper shell" pecan grown along the lower Mississippi. Their very large size, the great demand and high price obtained for them in the market, and above all, their delicious and incomparable flavor places them far ahead of any nut known to commerce. As the result of our investigation, we

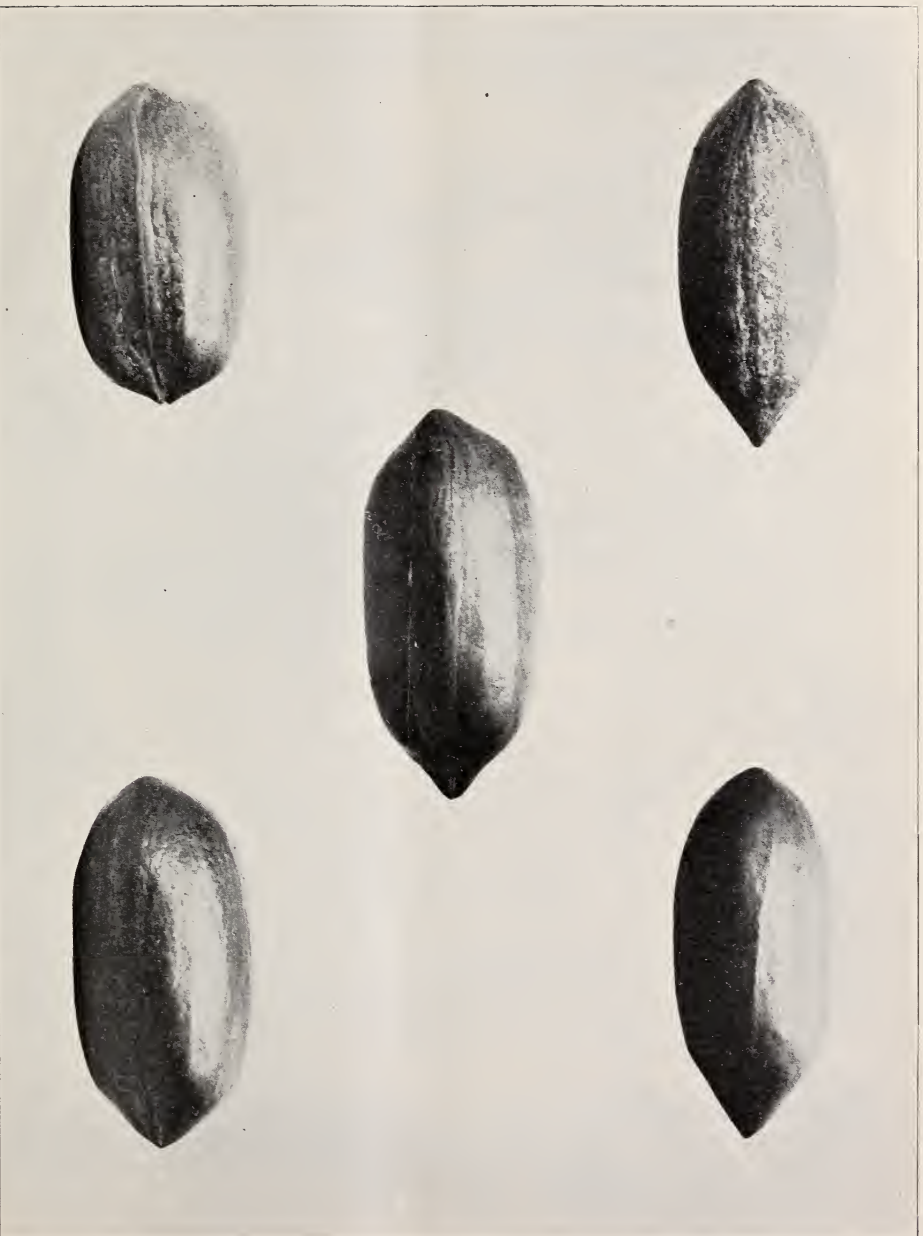
started a nursery for the propagation of the varieties of paper shell pecans shown on the opposite page, each of which is the exact size of our five fancy varieties. These trees are for the planting of our own orchards, for purchasers of our Colony land and also for sale to the general public and the trade. We are continually adding to the acreage planted for ourselves and we are now fully equipped and ready to plant orchards of the pecan for the general public. The main points in favor of planting a paper shell pecan orchard are :

1st. When the pecan begins bearing it requires no more attention. It takes care of itself, which cannot be truthfully said of any other orchard tree.

2d. The pecan has no insect enemy.

3d. The very fact that it does not come into bearing under twelve or fifteen years when planted from the seed, and not earlier than from five to eight years when planted from the nursery, will always operate to prevent the great mass of people, who live only from day to day and only go in for immediate profits, from engaging in its culture, and thus leave the cultivated pecan through the future, as it is now, the most sought after and highest priced nut in the market.

4th. The nuts are not perishable and can be stored and held indefinitely for shipment.



A photograph showing exact size of the five varieties of fancy paper-shell pecans propagated by Nichols & Treacle. Originals and duplicates shown at any time at our office, 119 LaSalle Street, Chicago.



5th. The pecan lives to a great age. Many trees on the lower Mississippi are known to be over a hundred years old and are healthy, and bearing large crops of nuts. Most peach orchards last but about eight years; but a pecan orchard is good for a life-time and that of our children and grand children.

6th. Regularity of crop. There is never a year when an orchard does not have a number of trees in full bearing.

7th. The high price obtained for the fancy pecan, which ranges from 20c. to 50c. per pound, according to size and quality. A full bearing orchard is making a very low average when it produces only \$200 per acre, as \$500 to \$600 is often obtained in a good season. We know of families whose entire living is made from one to three acres of fancy pecans.

The seven reasons given above ought, in our judgment, to satisfy anyone that a pecan orchard is the safest and most profitable that can be planted.

There are thousands of men and women throughout the country who are anxious to place their savings where it will do them some good in the way of a permanent income when they grow old, or become broken down in health. To people of this character we most earnestly wish we knew of some way to convey the actual knowledge of the truly wonderful vitality, thrift and productivity of a pecan orchard in

its native country and to make them know, as our old customers know, the pains-taking care we give to the orchards we cultivate.

In the planting and growing of orchards we are successful, and we can plant and take care of a fancy paper shell pecan orchard for you much more economically than you could do so yourself, and will turn it over to you at the end of five years a perfect orchard requiring nothing but to be left alone.

In the handling and marketing of perishable fruits, there is a constant strain and worry, as well as a great risk, from the thousand and one dangers that beset the fruit from the blossom until it is in the hands of the consumer. Pecans, when once rightly established, do not worry you—they take care of themselves.

### Gathering the Crop.

When the frost comes, in late October or early November, the pecans drop to the ground and are simply picked up and placed in barrels or sacks ready for shipment. No skill whatever is required in the handling of the crop. October and November are the most delightful months of the entire year in Mississippi. No where in all America could one enjoy life better than seeing to the gathering of a crop of pecans during October and November in sunny Mississippi. A person can live anywhere they wish from



Photograph of a section of pecan orchard, taken in winter time.

Maine to California during the eleven months of the year, and about October 15th they can afford to spend four weeks at their orchard in Mississippi seeing to the gathering of their crop. Of course, it is not necessary to go to Mississippi to harvest their pecans. We as a firm, are prepared and other responsible people living in the vicinity may be arranged with to do the work for 10 per cent. of the crop.

A person owning two acres of pecan orchard in full bearing should, at a low estimate, average \$500 per year income from it.

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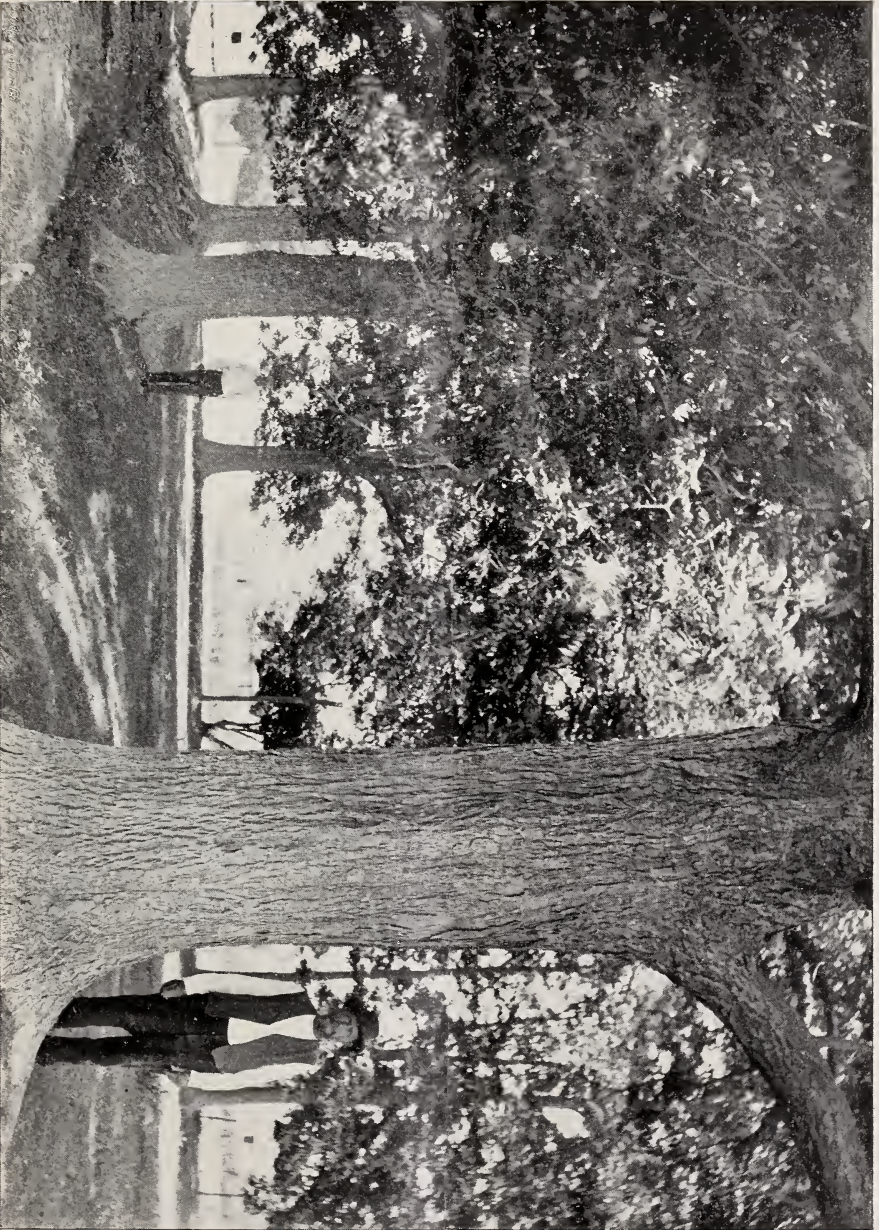
### **European Conditions in the Northern States.**

Conditions in the Northern States during the past ten years have grown to be almost identical with those of Northern Europe, because of the millions of people who have emigrated to these states from all quarters of the globe. In the professions, in business, in the skilled trades, and amongst all classes of laborers is found the closest competition and hardly any margin of profits. The only emigration that is coming to this country is from Southern Europe, where the plan of living is still lower than that of Northern Europe and the United States.

### **Investments Away from Home.**

The English long ago discovered that nothing paid so well as investing a few dollars in out of the way and neglected corners of the world. All classes throughout England have followed this principle of investment steadily until to-day they draw nearly all the surplus gold of Asia, Africa, America and the Isles of the Sea, annually to London, as interest on their investments. They only spend a small portion and the balance is sent back from whence it came for re-investment. There are hundreds of thousands of people in England living off of a few dollars wisely invested in India, Central America and elsewhere. People in Boston and New York have been pursuing the same policy and have for years drawn the cream from the balance of the United States. It has only been within the past few years that people in Chicago and the Northwest have felt the need of going away from home to find the best place to invest their money. The profits of home investments are now so small and the amount of capital required so large that people with ordinary means must go out of Illinois and the adjoining states to make good large profits on their savings. Some have gone to one place, some to another. After carefully looking over the whole field, we have gone to the great state of Mississippi, a country that is only partially developed and full of great possibilities. We are





View in pecan orchard in June.

perfectly familiar with conditions on the lower Mississippi, a country so rich in natural resources that nothing in this world, not even the valley of the Nile, can compare with it. The *one* best thing of the many chances of profitable investment, that surround you on all sides in this incomparable region, is, in our judgement, as we have said before, the culture of the mammoth paper-shell pecan. In this sub-tropic climate favored as it is with an abundant rain-fall and inexhaustible soil, a pecan orchard that more than pays the original cost every year during one's life-time, seems to be so near the ideal as to leave nothing to be desired.

### Individual Ownership.

We find from practical experience that it is better for each individual to hold in his or her own name their orchard, than to hold stock in an orchard company. They thus have absolute control and no one else can take it away from them or dictate what policy to pursue. The men who do the planting, cultivation and caring for the orchards, are directly responsible to the owner of each individual orchard, and there is no chance to shift the responsibility.

One of our old customers writes us that he bought five acres of pecan orchard of us for two reasons: first, that he expected to live long enough to enjoy some of the profits of his orchard, and for the second reason that he wanted it as an insur-

ance for his wife and family. He says that he believes that a pecan orchard is better than ordinary life insurance, because the wife and children get the insurance money in a lump, and being inexperienced in the use of money, it would in all probability disappear in the course of two or three years; whereas, if they had, say, five acres of fancy paper-shell pecans in full bearing they would get not less than \$1,000 per annum, year in and year out.

We are believers in life insurance. A pecan orchard is not only life insurance, but is a bread winner, and you do not have to die to get the benefit of it.

Under the present conditions of society it is almost necessary that every woman, in order to protect herself against the future, must know how to make a livelihood. In no line could any woman, even the most delicate, earn a living so easily as the owning and managing of a small pecan orchard.

The English walnut and the almond thrive in Mississippi, but the paper shell pecan is so much more profitable that few are planted except for home use.

Most people seem to think five or six years is entirely too long to wait for anything, but as a matter of fact, all will have to wait if they are alive, whether they buy pecan orchards of NICHOLS & TREACLE or not.

The best business people in Mississippi and Louisiana have, and are, planting orchards of fancy paper-





Bearing pecan orchard. Trees 50 feet apart.



Budded paper-shell pecan tree, five years old.





Same tree five months later, showing additional growth of two feet in that short time on terminal limbs in all directions.

shell pecans. They have the foresight and the patience and consequently soon grow into a competence.

Our orchards are planted with trees budded from the largest and finest flavored pecans known. We give our trees scientific attention from the planting of the nut in the nursery to the delivering of a grown orchard to the customer.

It is just as easy to look after a pecan orchard in Mississippi as to look after an investment in the next county. The mail, telegraph and railroads bring us all close together.

### **Profitableness of a Fancy Pecan Orchard.**

We plant our trees 50 feet apart, making 16 trees to the acre. We consider this the best number, although some people plant them 70 feet apart, making 9 to the acre. The pecan is an irregular bearer. Some trees will bear large crops three or four seasons in succession and then rest one or two years. Other trees bear heavy crops one year and rest the next; but an orchard will always have from one-third to one-half the trees loaded with a full crop. The nut clusters run from two nuts to eight nuts. Full bearing trees will yield according to the season, from 100 lbs. to 500 lbs. per tree. We consider \$200 per acre per annum a low average for a full-bearing fancy paper-shell pecan. \$500 to \$600 is not unusual returns from one acre.

It is hard to set the value in dollars of a fancy paper shell pecan orchard in bearing, as there are none that we know of for sale. We would consider \$2,000 an acre a low valuation.

### **Large Paper-shell Pecans.**

Very few people outside of Mississippi and Louisiana have ever seen these magnificent nuts. See exact reproduction on page 3. With the exception of two or three fancy confectioners in New York City, they are entirely unknown to the trade in the Northern States. The nuts for sale throughout the country are the common small wild pecan, which retail at from 10c to 15c per pound, and cost at wholesale from  $3\frac{1}{2}$ c to  $11\frac{1}{2}$ c per pound.

The fancy paper-shell pecan can, like the peanut, be crushed by placing two of them in the palm of the hand and slightly squeezing them. The kernel comes away whole without breaking. It is the sweetest, most delicate, and has altogether the most delightfully delicious flavor of any nut in the world, and it is no doubt largely for this reason that it commands the highest price. Our supply of these nuts, which we endeavor to keep as samples for our customers, has been practically exhausted for several months, and we have been unable to secure any since January.

**NOTICE.**—After November 1st, 1897, on receipt of three two-cent stamps, we will mail to any address in the United States or Canada two fancy paper-shell pecans.





PECAN  
( *Hicoria pecan* )

EXACT REPRODUCTION FROM NATURE.



BY PLATE 1, SECTION OF U.S. DEPARTMENT OF AGRICULTURE DIVISION OF POMOLOGY.  
"NUT CULTURE IN THE UNITED STATES."



PECAN  
( *Hicoria pecan* )

EXACT REPRODUCTION FROM NATURE.

5825 LITH CO CHICAGO





Pecan tree 25 years old.



The following are a few of the many letters received by us on matters concerning the pecan.

Mr. Povich of Tunnisburg, Louisiana, writes that he planted budded pecan trees in the winter of 1890, the trees being now 7 years old. The trees are 20 feet high and began bearing last year.

The following letter speaks for itself, showing prices during the exceptional hard time year of 1897, when extremely low prices have prevailed in every line. Extra fancy paper-shell pecans so far have not come upon the market and, of course, are not quoted. These nuts are purchased of the growers direct and often bring from 50c. to 75c. per pound.

NEW ORLEANS, La., June 9, '97.  
Messrs. NICHOLS & TREAKLE,  
119 La Salle St., Chicago, Ill.

*Gentlemen:*—In answer to your inquiry of a recent date, asking us to quote you Louisiana pecans, we beg to quote as follows:

Small and inferior nuts....	3½c.-5½c.
Medium Hard-shell.....	9c.-12c.
Medium Soft-shell.....	10c.-12½c.
Large Soft-shell.....	18c.-30c.

Being the largest handlers of this product in this market, we are in a position to sell you lower and to better advantage than any other dealer here.

Trusting to be favored with your valued orders, we are

Yours truly,

SESSEL, ASHNER & SUGARMAN.

The following letter is from the Rev. Wm. S. Short, who owns a 60 acre pecan orchard in the Highland Colony district:

3692 Pine St., ST. LOUIS, Mo.,  
May 24, 1897.

Messrs. NICHOLS & TREAKLE,  
Chicago, Illinois.

*Dear Sirs:*—Your favor of the 19th with literature, etc., is at hand. I can say in a word that the reason why I planted a pecan grove, was simply to find a profitable investment—for a small capital. I was at that time living in Mississippi. I had thought of joining a company to plant an orange grove in Florida. While contemplating the project, a heavy frost killed a large number of orange groves in Florida and along the coast. This led me to seek something *less uncertain*. On looking into pecan culture, I found that they were not injured by cold, that they were comparatively free from the ravages of insects, and that with very little care trees continued bearing for an indefinite number of years.

At first, I hesitated about planting on the uplands, but as I found trees growing near by—and practically in a wild state—I determined to make the venture. I have no doubt, from the experience of those who have tried it, that money properly invested in the culture of pecans will prove less uncertain, give less trouble and yield larger profits than the same amount expended in orange culture.

Yours truly, WILLIAM SHORT.





Pecan orchard one acre in extent, which has yielded as high as \$600 worth of pecans in one season.

The following letter is from L. D. Parker, General Supt. Western Division Postal Telegraph-Cable Co., who has made a careful study of Pecan culture, and owns one of the largest orchards in this country:

Stock Exchange Building,  
CHICAGO, ILL., July 1st, 1897.  
NICHOLS & TREAKLE,

119 LaSalle St., Chicago, Ill.

*Gentlemen*:—In reply to your favor of even date, I have to say that while I have a young pecan orchard of over 5,000 trees started, I have nothing to sell.

After looking into the matter of pecan culture quite thoroughly, I purchased for a permanent investment. My trees are practically only three to four years old. They should come into bearing in about five years.

I do not know of any safer and better paying investment. A good bearing pecan orchard is a small gold mine. Good bearing trees are good for at least anywhere from \$2 to \$30 per tree, every year, according to age and quality. I have two native trees on my place, not over eighteen years old, that produced over 200 pounds of nuts each, two years ago, which, at 2½ cents per pound, equals \$5 per tree. I have some native trees, I do not know how old they are, that produce from fifteen to twenty bushels per tree.

No, I do not want to sell any part of my orchard at double the price it cost me.

Respectfully, L. D. PARKER.

Judge T. E. Cooper, for sixteen years the chief justice of Mississippi, writes as follows:

Continental Bank Building,  
MEMPHIS, TENN., June 9, 1897.  
Messrs. NICHOLS & TREAKLE,  
Chicago, Ills.

*Gentlemen*:—I think your plan of planting and bringing on pecan groves for non-residents and those not able to give the trees their personal attention is entirely practical. I have always been and am now a firm believer in the certainty and profits of pecan culture. A bearing grove of ten acres, would, in my judgment, be of greater value than the average farm of two hundred acres. If your plans are matured and carried into effect, I hope to be able to arrange with you to plant and bring on a grove for me.

Yours, etc.,

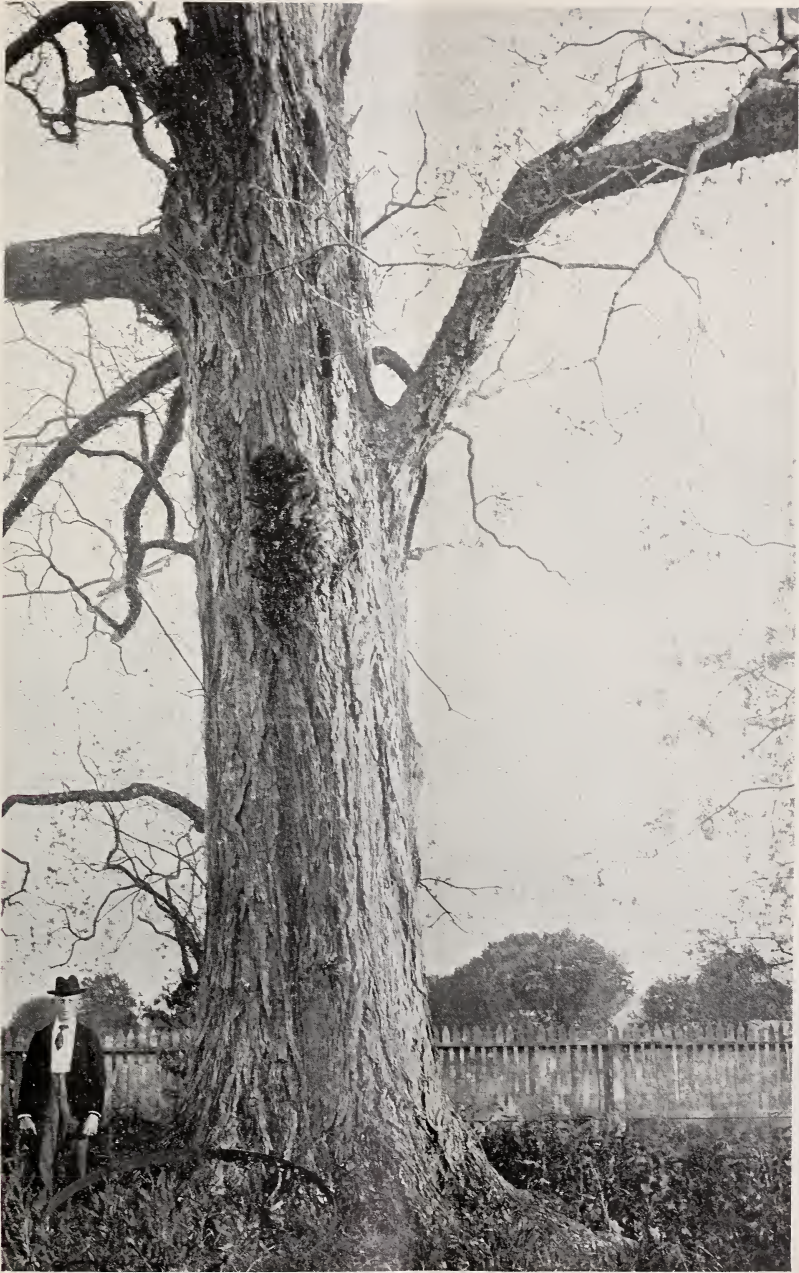
TIM E. COOPER.

The following letters from Alfred C. Downs, Attorney at Law, speak for themselves:

Richardson Building,  
CHATTANOOGA, TENN., June 9, '97.  
E. M. TREAKLE, Esq.,  
Chicago.

*Dear Sir*:—I did plant a pecan grove about twelve years ago, and I still own same, and will continue to do so during my natural life. My pecan grove is not for sale at any price; but I would gladly answer any questions you might see fit to





Pecan tree known to be over 100 years old, 17 feet in circumference, still healthy and productive.

ask respecting my pecans. I think there is more money in pecans than in cotton; therefore I planted three hundred more pecans last year, and shall continue to do the same each year. My pecan orchard is located in Mississippi.

Yours truly,

A. C. DOWNS.

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Richardson Building,  
CHATTANOOGA, TENN., 6, 29, '97.  
Messrs. NICHOLS & TREACLE,  
Chicago, Ills.

*Gentlemen*:—I am in receipt of your letter asking permission to publish my letter of the 9th inst. If there is anything in my letter that may conduce, even in the smallest degree towards pecan culture, you may use it. Every well informed man in the south recognizes the value of a good pecan grove.

Yours truly,

A. C. DOWNS.

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NINE MILE POINT,  
Jefferson Parish, Louisiana,  
May 12, 1897.

*Dear Sir*:—In answer to your questions regarding pecan trees will say I have 15 large bearing trees. What age they are I cannot say, but I think they must be over 60 years old. They were on the property when my father came into possession, some thirty years ago, and have been bearing ever since.

Pecan trees bear a full crop alternate years, but we never fail to have a small crop the off year, which brings nearly as much money as the full crop, owing to the fact of the crop being less throughout the country the same season.

One of my largest trees bore last season five barrels of pecans. They averaged 120 pounds to the barrel and sold for 10c. a pound, being of medium size. Another tree, which is one of the largest I have ever seen, measuring nearly 10 feet in circumference five feet from the ground, bore about four barrels and sold at 15c. per pound. The other trees bear smaller nuts and sell for from 7c. to 9c. a pound.

The crop from all the trees will average over \$200 yearly. They have had no care or cultivation whatever and stand in a field which has been used as pasture for years, the trees affording splendid shade for the cattle during our long summer. They are all seedling trees, (that is, not grafted), and were planted no doubt without any regard to size or quality of the nuts, as were all pecan trees until a few years back, when the grafting of extra large paper-shell pecans on our common stock was introduced, thus revolutionizing pecan culture.

I should not think of planting any other than the very best of grafted trees, which always bear true to variety grafted from, and about ten years earlier than from the seed.

Truly, J. C. QUINETTE.





The pecan as it grows wild in the Mississippi Valley. These trees are 5 feet in diameter and over 100 feet in height.

The following are a few of a great many similar letters from people for whom we have planted orchards :

July 24, 1897.

NICHOLS & TREAKLE,

Chicago, Ill.

*Gentlemen:*—The orchard planted by you for me is in all respects satisfactory. The orchard is now two years old and, according to latest advices, one of the finest in the Highland district.

Truly,

ALICE C. CHASE.

Care the Inter Ocean, Chicago.

July 26, 1897.

NICHOLS & TREAKLE, Chicago.

*Gentlemen:*—The ten acres of pecan orchard planted by you for me is entirely satisfactory. The trees are doing splendid. Am well pleased with my investment in the Highland Colony.

Respectfully,

S. A. MOFFETT.

Cor. Paulina and Lake Streets,  
Chicago.

Messrs. NICHOLS & TREAKLE,

*Gentlemen:*—Some years ago I invested in California land, and had trees planted. I went out there twice to inspect and came back somewhat dissatisfied. Having heard of the Highland Colonies, I went with a party of friends down to Ridgeland. Coming from the West I found the South much more to my idea of a fruit growing

country. Our whole party purchased and I have had trees of various kinds planted by the Company. They have done the work in a most satisfactory manner. I hope to move down to the colony this fall, and will say that in all my dealings with the Company I have been treated in the most fair and business-like way. It is a great thing to be able to deal with parties who are entirely responsible, and it saves a deal of worry, especially to a person who is unable to be on the ground.

I expect to have a number of pecans planted in the near future.

Yours truly,

RUTH PHOSSER,

3450 Dearborn St., Chicago.

Union Cold Storage Warehouse Co.,  
176 Sixteenth Street,  
CHICAGO, July 27, 1897.

NICHOLS & TREAKLE,

*Gentlemen:*—After investigating the Highland Colony District, I advised my wife to invest, which she did, also had you plant peach, pear, and plum orchards for her, which you have done in a scientific and practical manner. It is quite a satisfaction to deal with a firm that is responsible for anything they contract to do. We expect to have you plant a pecan orchard for us this winter. We thank you very much for the care exercised by you in taking care of our interests.

I am, respectfully,

THOS. BRANEGAN.

CHICAGO, July 26, 1897.

NICHOLS & TREAKLE,

*Gentlemen:*—After making a very careful inspection of the many orchards planted around the Colony, I was very much pleased to find that the orchard planted by your *firm* for myself was far superior in manner of planting and cultivation to anything seen outside, and can sincerely recommend the *firm* as first class horticulturists.

Yours, Etc.,

W. E. BUTTS,  
4205 Wentworth Ave.

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A writer in a recent publication says:

"In a recent visit to California I found that on account of the perishable condition of deciduous and citrus fruits, which were rushed on the markets and put in the hands of commission men and thus left at their mercy, that, as a rule, the producer did not realize much. But when I reached the English walnut and almond orchards, I found they were in a flourishing condition on account of not having to rush their product on the market. I also found that English walnut lands were selling at \$800 to \$1,000 per acre, and that a recent sale of sixty acres had brought \$1,300 per acre, in the Los Nietos valley; and even at those figures parties owning orchards were in no way disposed towards selling out."

The above accords in the main with our own observation, but we will say, however, that the great distance California is from the market is the main reason why the growers of perishable fruits do not realize more. Commission merchants are a necessity. There are good ones and there are bad ones. We have no complaints to make of the commission merchants we deal with. Mississippi is close to the markets of the world, and is located between Chicago and New Orleans, has a coast line of her own and is skirted for hundreds of miles by that great highway, the Father of Waters. Growers of perishable fruits in Mississippi have no complaints to make.

The English walnut is a success in Mississippi as well as the almond, but why should one plant them instead of large paper-shell pecans? The pecan brings four or five times as much money per pound, produces more pounds of nuts per acre and lives for generations after the English walnut and the almond are dead. A bearing, fancy paper-shell pecan orchard would be very cheap indeed at \$1,350 per acre, which is the best figure given for the English walnut. It will cost as much per acre to buy good, *unimproved* land in California as it would to pay for the land, the planting, and cultivation of a pecan orchard for five years, in Mississippi.



## TERMS.

We sell pecan orchards in tracts of one acre and upwards.

The price of one acre of pecan orchard to be planted and taken care of by us for five years is \$140.

The first payment on one acre of pecan orchard is \$2, and \$2 per month until paid in full. We charge no interest.

Parties paying cash will receive a discount of 10 per cent.

At the end of five years we will contract to take complete charge of the orchards of our customers if they desire, harvesting and marketing the crop and give them every dollar received from the sale of the pecans less 10 per cent., which we charge for our work. We will contract to do this from year to year, or for periods of from 5 to 15 years. Parties paying for orchards by the month, in case of sickness, non-employment or misfortune, will be allowed a margin of four months, or more if necessary, in which to meet their payments.

## NOTICE.

If you should conclude that you want a few acres of pecans, you should place your order with us at once. It is better to be a year ahead than a year behind in a matter of so great importance, and beside we cannot in addition to the acreage already contracted for accept orders for over 500 acres more for planting this winter from the stock we have on hand. First come first served, and each one strictly in the order taken. Sixteen trees are planted to the acre. Each tree of the fancy budded paper-shell variety is worth \$2, thus making the cost of trees per acre \$32. Immediately upon the day of the receipt of \$2 per acre for each acre purchased we reserve land and trees. The orchards will be planted strictly in the order in which the contracts were made.

We will take pleasure in giving further information if desired. Call, or address,

**NICHOLS & TREACLE,**

119 LaSalle Street, - CHICAGO, ILL.

## The Highland Colonies

are located in the suburbs of Jackson, the Capital of Mississippi. It is the center of the fruit and vegetable business of the Lower Mississippi Valley. A superb climate. Many kinds of medicinal water. Pure air, an ideal health resort, differing from other health resorts in that one can make a good living from a 10-acre garden or orchard in the Colony. We have a number of beautiful and fertile 10, 20, and 40 acre tracts for sale.

To one growing old or one broken in health, the beautiful town-site of Ridgeland offers special inducements, such as mild and gentle winters, delightful springs and autumns and moderate, breezy summers. Nowhere can one live so comfortably and decently on a little bit of money, as at Ridgeland. For fifty dollars a nice corner lot, 65ft. x 180ft. can be purchased, and for \$300 a nice little cottage containing four large rooms can be erected. Ridgeland is only 21 hours from Chicago and 5 hours from New Orleans on the main line of the ILLINOIS CENTRAL R. R. Call or send for literature full of photographic pictures, with full description of the Highland Colony and Beautiful Ridgeland.

NICHOLS & TREAKLE,

119 La Salle Street, CHICAGO.

